



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION  
CITY OF SCOTTSDALE  
PINNACLE CONFERENCE ROOM  
7575 EAST MAIN STREET  
SCOTTSDALE, ARIZONA  
JUNE 16, 2004  
MINUTES**

**PRESENT:** Scudder Gookin, Jr., Chairman  
Paul Piazza, Vice-Chairman  
Marilyn Atkinson, Commissioner  
Bambi Johnson, Commissioner  
Todd Iacono, Commissioner  
Steven Scholz, Commissioner

**ABSENT:** Anselm Bischoff, Commissioner

**STAFF:** Sahler Hornbeck, Downtown Group  
Ed Gawf, Deputy City Manager  
Debbie Astin, Transportation Department

**OTHERS**

**PRESENT:** Kevin Osterman, Council member  
Frank Maguire, 5<sup>th</sup> Avenue Merchants Association  
Clark Johnson

**CALL TO ORDER**

Chairman Gookin called the regular meeting of the Enhanced Municipal Services District Commission to order at 5:35 p.m.

**ROLL CALL**

A formal roll call confirmed members present as stated above.

Councilman Osterman introduced himself to the Commission and advised them that he is available if there is anything they would like to discuss with him. He stated that he wanted everyone to know that he is paying attention to all of the functions of the city. He further stated that he considers this Commission important. He explained that with the EMSD budget vote coming up he would like to be well informed.

Mr. Hornbeck extended an invitation to Councilman Osterman to attend the EMSD Marketing Working Group meetings.

(Commissioner Scholz arrived at 5:40 p.m.)

### **FY 2005 BUDGET**

Mr. Hornbeck provided an overview of the FY 2005 budget. He explained the Commission would need to make a recommendation to the City Council. The City Council will consider the budget on June 22, 2004. The City Council will review any legal objections that were received from the property owners, confirm the amount of assessment money that is expected to be collected, then establish the budget, which is \$519,900. Of this amount, \$500,000 is recommended to Council for the Downtown Marketing Program with \$19,900 to be used for legal district updates and public notification expenses.

### **COMMISSIONER PIAZZA MOVED TO RECOMMEND TO THE CITY COUNCIL APPROVAL OF THE FY 2005 BUDGET IN THE AMOUNT OF \$519,900. SECOND BY COMMISSIONER ATKINSON.**

Commissioner Piazza inquired if they had received any objections to the assessment. Mr. Hornbeck replied there was one objection that was submitted to the City Clerk. There have been about a half a dozen adjustment phone calls without formal objections. Chairman Gookin inquired if it was a significant amount. Mr. Hornbeck replied in the negative noting it was about \$400.00.

(Commissioner Iacono arrived at 5:45 p.m.)

Commissioner Piazza remarked that they discussed at the last meeting that funds were left over. Mr. Hornbeck reported those funds would carry over to the FY2005 funds. He further reported that the carry over would be approximately \$30,000 to \$40,000, noting the final numbers would be provided at the August meeting.

Chair Gookin called for the vote.

**THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

### **RESORT TROLLEY**

Debbie Astin, Transportation Planner, briefed the Commission on an opportunity to implement a resort trolley route that will operate along Scottsdale and Lincoln Roads and into downtown. She provided a brief overview of the proposed plan. She reviewed the three proposed routes. They have talked about keeping the ride time for customers down to 30 minutes. The frequency rate would be two and one half-hours. She stressed that nothing is concrete at this point.

Commissioner Iacona inquired if there had been any conversations regarding trying to add more vehicles and charging a small fare. Ms. Astin replied that at this point, they staff preferred not to charge a fare and that even a small fare would not cover the cost of an additional trolley. She explained with regard to the frequency of two and a half hours with the ride time of 10 to 20 minutes they would most likely package it like a tour where people would sign up and plan their day around it. She further explained that because this is a demonstration project, this approach can be reevaluated.

She reported the potential stops would be in downtown's Main Street, Fashion Square, the Borgata, and Gainey Village.

She stated the city would purchase a new trolley that will be used for this demonstration project. She discussed the possible funding options and projected cost for this service.

Ms. Astin reported that later this fall, the Commission would be asked to consider allocating funds from the FY05 budget for its share of the costs. She further reported at this point, they would like to get the Commission's input.

Commissioner Johnson stated she would suggest they consider implementing a route at 5th Avenue and Scottsdale Road.

Chair Gookin inquired if there was just one vehicle for all three routes. Ms. Astin replied in the affirmative.

Commissioner Johnson inquired if there is a secondary plan so that people would not have to stand and wait. Ms. Aston replied that is a very legitimate question and they will need to think about how to handle the overflow situation.

Chair Gookin inquired if there would be an attempt to integrate the trolleys. Ms. Astin stated at this point she would be a little concerned about modifying the downtown trolleys too much and that it would need to be researched.

Commissioner Piazza inquired if it would make sense to have the signage a different color so that people would know it is the hotel trolley. Ms. Astin replied it would be marketed so it would be identifiable. Also, the drivers would announce where they are going. Commissioner Atkinson stated it would be helpful if everyone on the trolley received a map of the downtown. Commissioner Atkinson stated they should consider a Stetson and 6<sup>th</sup> Avenue stop.

Chair Scudder inquired if the EMSD decided they wanted more than one stop would they be required to pay more than one share. Ms. Astin replied they have not determined how they will share the cost. Mary O'Connor, Transportation General Manager, explained that how they would make up the cost of the service would be somewhat dependent on the number of participants and whether they charge per time or per stop. She remarked that, at this point, Transportation is interested in finding out is whether the Commission believes this service is valuable to the downtown.

Chair Gookin stated that he is concerned that our visitors would be angry that they have to wait two and one half-hours before they can go home. Commissioner Atkinson explained that one of the biggest problems with the tour buses is that a half hour is not enough time. Ms. Astin reported that one of their goals in writing the schedule is to allow three options for them to get home. She further reported that it will be important to have a brief training program for the concierges at the hotels so they are aware of this service and will be able to promote it.

Clark Johnson stated they might want to consider placing advertising in the trolleys. Ms. Astin remarked that the city has shied away from advertising with a particular business versus a district or something more generic. Commissioner Atkinson stated that sometimes selling requires too much time. Mr. Gawf stated that there are difficulties from a city procurement standpoint.

Frank Maguire, 5<sup>th</sup> Avenue Merchants Association, stated that he thought the resort trolley was a fabulous idea.

Commissioner Johnson suggested that if any of the participating hotels participate with the in room video they should put a tag on that.

### **MARKETING CONSULTANT**

Commissioner Piazza provided information on the process the selection panel went through in evaluating the proposals. He reported there were eight firms that submitted proposals and the selection panel narrowed it down to three firms. He further reported that they spent the bulk of yesterday interviewing the three firms. They voted and everyone was in favor of Olson Communications Inc. He stated they liked this firm because they are enthusiastic, positive about the potential of being involved with this project. He discussed some of the involvement this firm has had with other programs and organizations. They are a local firm located in Scottsdale.

### **COMMISSIONER JOHNSON MOVED TO RECOMMEND TO THE CITY COUNCIL APPROVAL OF THE CONTRACT WITH OLSON COMMUNICATIONS. SECOND BY COMMISSIONER ATKINSON.**

Commissioner Johnson stated she liked the way Olson Communications has their fee structure set up.

Chair Gookin stated that due to the fact they are on a tight schedule they need to ensure that nothing falls out of sequence. He called for the vote.

**THE MOTION PASSED BY VOTE OF SIX (6) TO ZERO (0).**

**AREA GRANTS**

Mr. Hornbeck reported included in the Commission packet was the guidelines for the area grants program that includes criteria, evaluation of criteria and description of event form that would be filled out by the applicant. He requested the Commission consider approving the area grant criteria and application format so that the merchants associations may begin to submit requests for funding. He explained that he would foresee events popping up throughout the year so this would be a standing agenda item.

**COMMISSIONER PIAZZA MOVED TO APPROVE THE AREA GRANT CRITERIA AND APPLICATION FORMAT. SECOND COMMISSIONER IACONO.**

Chair Gookin inquired if they find that something is not working can the Commission later modify the criteria. Mr. Hornbeck replied in the affirmative adding that this is a evolving document and in the next three to six months should be evaluated.

Commissioner Atkinson stated that she felt there needs to be flexibility in the criteria. She further stated that it is important that a person from the district requesting funds should present their proposal and address any questions that may come up. She added that she felt that when the invoices are paid out a copy they should be included in the Commission packet.

Commissioner Piazza stated that he felt it would help the Commission if the associations were able to put together the bulk of their requests early on and this would allow them to allocate the grants equitably.

Mr. Gawf stated that the Commission needs to set their budget for next year and determine how much will go to the area grants and how much goes to marketing. Chair Gookin requested staff place that on the July agenda.

Chair Gookin inquired if the marketing firm they have selected would be fat enough to act as the bank for the area grants. Mr. Hornbeck replied that would need to be hammered out and negotiated by Ms. Korf. Chair Gookin inquired how would it be handled if the districts did not have the budget to be able to pay up front and wait to be reimbursed. Mr. Gawf replied staff could work something out with the marketing firm such as advance them a pool of money they could draw from. Chair Gookin called for the vote.

**COMMISSIONER ATKINSON AMENDED THE MOTION TO INCLUDE THE FOLLOWING:**

**WHEN APPLYING FOR A GRANT THEY ARE REQUIRED TO COME AND MAKE A PRESENTATION.**

**COPIES OF ALL OF THE PAID INVOICES BE INCLUDED IN THE COMMISSION PACKET.**

**THE MOTION PASSED BY A VOTE OF SIX (6) TO ZERO (0).**

**MARKETING PLAN FOR FISCAL YEAR 2005**

Mr. Hornbeck reported that Ms. Korf is requesting feedback on the draft of next year's marketing plan. The next step will be to have new marketing consultant review before Commission approves a final plan.

**MARKETING WORKING GROUP UPDATE**

Commissioner Atkinson provided an update on the latest efforts by the working group. She reported the downtown brochure is published and on the racks. The Commission discussed the City's Finest flier. It was noted that something should be added about the hotels.

Commissioner Atkinson stated they setup a sports subcommittee events.

**FUTURE AGENDA ITEMS**

Chair Gookin inquired if the Commission was interested taking a summer break and suspending the July or August meeting. It was determined that they would not take a summer break.

Mr. Hornbeck stated the next meeting is scheduled for July 21, 2004.

Mr. Hornbeck stated on next month's agenda update on the revisions to the area grant guidelines. Establish a budget. The Commission discussed the fact that the budget should be established before they execute the contract with the Marketing Consultant. It was felt that they might need to hold a special meeting to establish a budget before the marketing contract goes before City Council on July 7<sup>th</sup>. Mr. Gawf stated that they would speak with Ms. Korf and see what she has in mind, and determine if they need a special meeting. The Commission discussed the fact that they might need to have a budget subcommittee pull together some numbers.

Commissioner Johnson inquired about the newsletter. Mr. Hornbeck replied that he did not have an update but would place that on next month's agenda.

### **STAFF ANNOUNCEMENTS**

Mr. Gawf reported that John Little and Michelle Korf are in Cody Wyoming talking to the Buffalo Bill Historical Center regarding locating it in downtown Scottsdale.

Mr. Hornbeck reminded the Commission that the EMSD budget will go before the City Council on Tuesday night noting that it would be good for the City Council members to see the EMSD Commission there in support. Chair Scudder inquired if more than a quorum attend the City Council meeting would it have to be posted. Mr. Hornbeck stated staff would check into that.

### **ITEMS FROM THE FLOOR**

Frank Maguire reported that he has heard many of the businesses comment that the Commission is doing a great job.

### **ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Enhanced Municipal Services District Commission was adjourned at 7:50 p.m.

Respectfully Submitted

"For the Record" Court Reporters